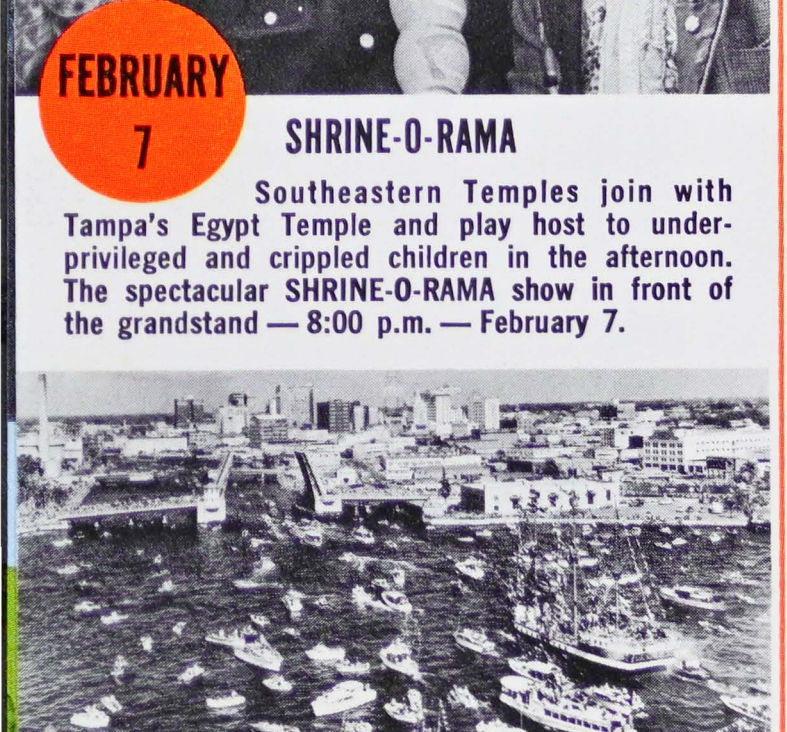
1967 Florida State Fair

TAMPA
FEBRUARY
7-18, 1967

Feature Days

and Special Events add their special zest to the Fair and make it even more exciting than ever! Plan your schedule to include both of the big parades . . . the Shrine-O-Rama . . . IMCA Winter National Sprints . . . the Hurricane Hell Drivers Thrill Show . . . RCA Rodeo . . . and many other exciting events . . . all of which can be viewed from the comfort of a seat in the grandstand! Reserve tickets are available, write Florida State Fair, P. O. Box 1231, Tampa, Florida 33601.



FEBRUARY 7

SHRINE-O-RAMA

Southeastern Temples join with Tampa's Egypt Temple and play host to underprivileged and crippled children in the afternoon. The spectacular SHRINE-O-RAMA show in front of the grandstand — 8:00 p.m. — February 7.

FEBRUARY 8

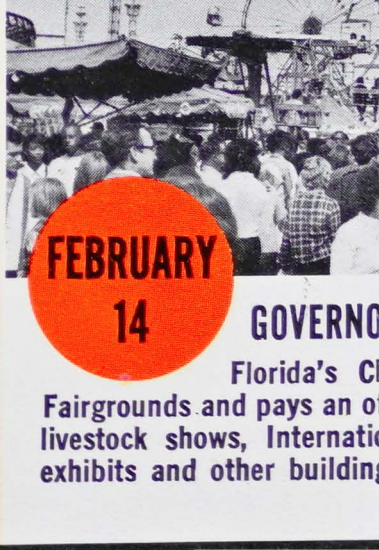
AGRIBUSIN

The Fair ho
ness interests and the first
Florida's Commissioner of
able Doyle Connor, will be
evening banquet.

FEBRUARY 13

GASPARILLA INVASION AND PARADE

— Tampa is invaded by Pirates! The Triumphal Parade of the Pirates follows the invasion immediately and ends in spectacular ceremony as the City surrenders in front of the Grandstand. Reserve your grandstand seats early.



FEBRUARY 14

GOVERNO

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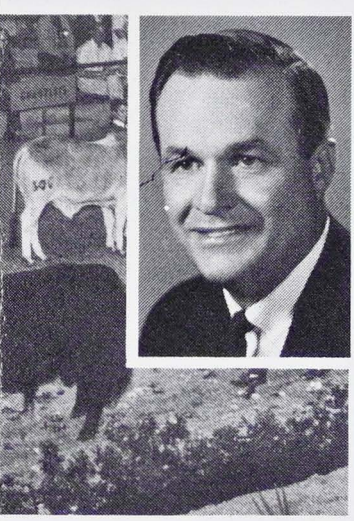
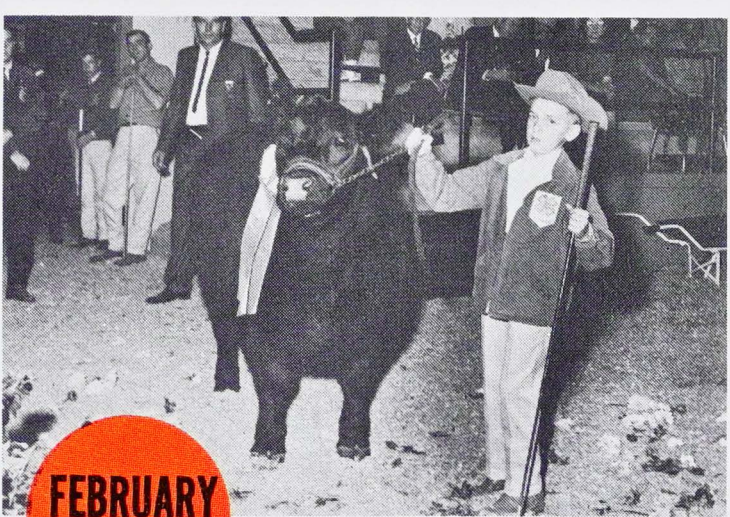
Miss Florida sunflavor



ESS DAY

ors the State's Agribusi-
annual Florida AgriTour.
Agriculture, the Honor-
the featured speaker at



FEBRUARY 10

FLORIDA FAT STOCK SALE

Members of Florida Future Farmers and the state's 4-H Clubs bring their prize animals to the annual Florida Fat Stock Sale sponsored by Greater Tampa Chamber of Commerce. Here, prize-winning cattle are auctioned off to highest bidder. 1:00 p.m. — February 10.

R'S DAY

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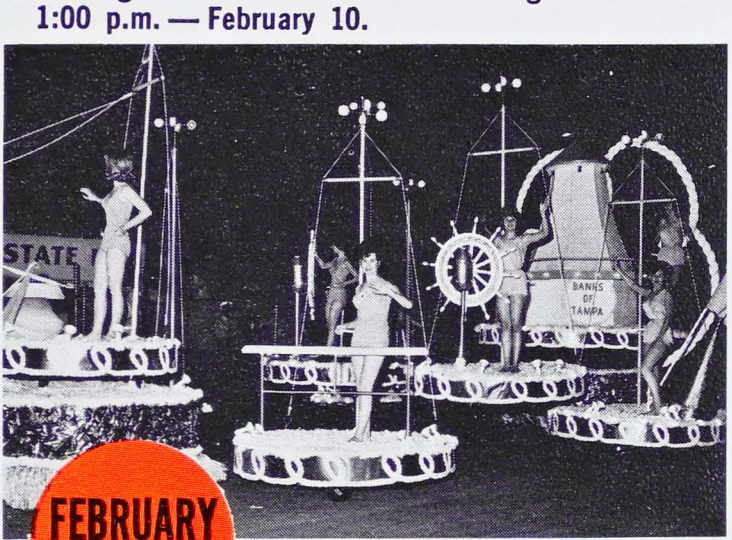


FEBRUARY 16

INTERNATIONAL DAY

Our Latin American neighbors and other foreign nations are honored by the Fair. Glittering Ybor City Night Illuminated Parade passes in front of the grandstand. Reserve your seats early.

QUEEN CONTEST THURSDAY FEB. 9

GRAND PRIZE 1967 Dodge Coronet Convertible

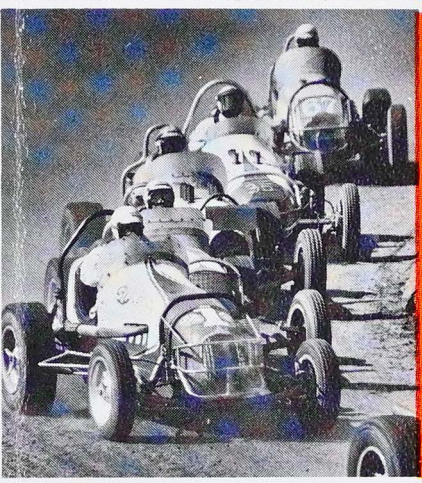
2nd Annual competition of Florida's many beautiful Agricultural queens. Semi-Finals will be held at 2:00 p.m. and Finals at 8:00 p.m. — when the 1967 Queen will be named — Miss Sunflavor! McKay Auditorium. Free for Fair visitors.

WYOU Salute to COUNTRY MUSIC

GRANDSTAND

Sat., Feb. 11 — 6:30 p.m.
Sat., Feb. 11 — 8:30 p.m.

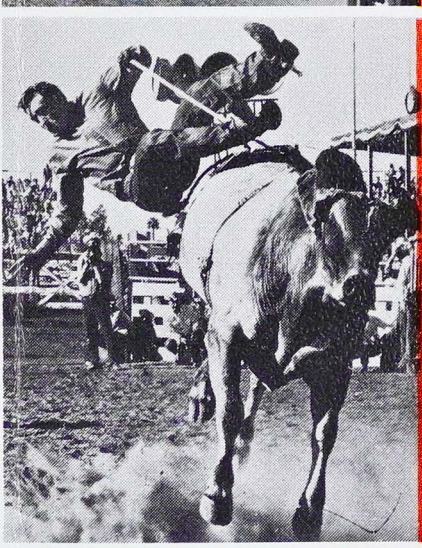
See these great country music stars in person! Tex Ritter, Sheb Wooley, Bobby Lord, Del Reeves and many others. Reserve grandstand seats now.



Big Car IMCA WINTER NATIONAL SPRINTS

Thrill to action-packed drama as the nation's top drivers vie for cash prizes. Nationally televised. Reserve your grandstand seats early.

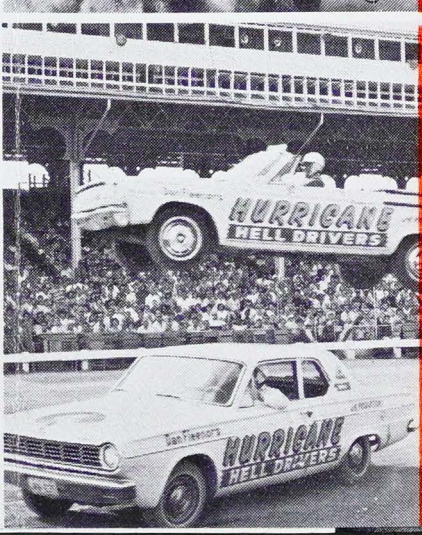
Wed., Feb. 8 — 1:30 p.m.
Sat., Feb. 11 — 1:30 p.m.
Sun., Feb. 12 — 2:00 p.m.
Wed., Feb. 15 — 1:30 p.m.
Sat., Feb. 18 — 1:30 p.m.



RCA Championship RODEO

Thur., Feb. 16 — 2:00 p.m.
Fri., Feb. 17 — 2:00 p.m.
Fri., Feb. 17 — 8:00 p.m.
Sat., Feb. 18 — 8:00 p.m.

FOUR BIG PERFORMANCES! Biggest rodeo in Florida. It's Rough! Tough! and Wild! America's top cowboys fighting for championship points. Bronc Busting, Bulldogging, Calf Roping, Wild Brahma Bull Riding and other exciting events!



Thrill Show HURRICANE HELL DRIVERS

Fri., Feb. 10 — 2:00 p.m., 8:00 p.m.
Sun., Feb. 12 — 8:00 p.m.
Mon., Feb. 13 — 8:00 p.m.
Tues., Feb. 14 — 2:00 p.m., 8:00 p.m.
Wed., Feb. 15 — 8:00 p.m.

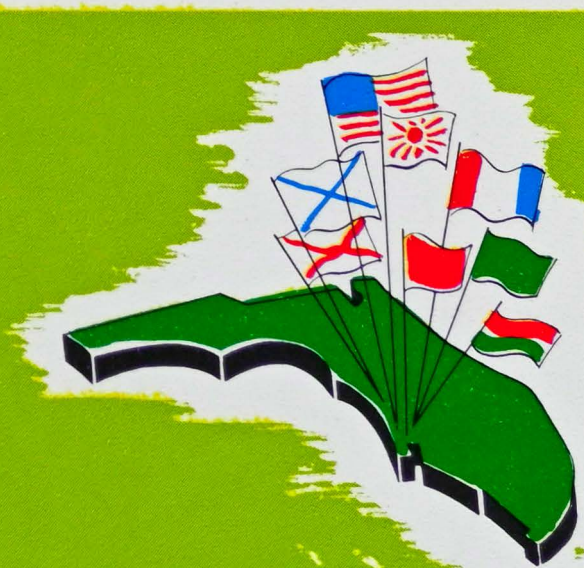
7 exciting Shows! Thrill to hairbreadth escapes and almost impossible stunt performances by the top performers in their profession — The Hurricane Hell Drivers! Reserve your grandstand seats early.

Florida's Greatest Annual Attraction

"Hi, my name's Captain Fair. I'm the symbol of the Florida State Fair in Tampa — Florida's greatest annual attraction!

"Won't you follow me through the gates — into a world of spectacle and excitement — the largest winter exposition in the world! Once through, we'll take any direction you like . . . and have a leisurely look at the hundreds of colorful exhibits and livestock . . . thrill to the exciting big car Auto Races and top professional entertainment . . . enjoy two big parades and the Shrine-O-Rama from a seat in the grandstand . . . and spend some time on the giant midway.

"Later, we'll see the Fair at night in all its sparkling splendor as the myriad of multicolored lights transform the balmy Florida nights into a glittering pageant. And be sure to see the Miss Sunflavor Beauty Pageant. Glamorous! Spectacular! So, plan **now** to meet me at the Fair where we'll make a point of seeing all of the special events and features. You'll want to see the Fair often, and see it all!"



A New

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library, living ro
featuring the late

Ephemeral - Fairs

Florida Agri Tours

First Annual Florida Agritour

The Florida Department of Agriculture, the Florida International Trade Council, Inc., the Florida State Fair and the Chambers of Commerce of Miami and Greater Tampa jointly are sponsoring this first agribusiness tour of South and Central American agriculturists to Florida.

Because of Florida's Spanish origin and large Latin population, especially in the Miami and Tampa areas, the people of Florida feel a close bond with their Central and South American neighbors.

The geographical nearness of Florida to the other Americas creates a warm affinity for Latin America in the Sunshine State.

For many years one of the most important aspects of trade between our countries has been in agricultural commodities, particularly trade in beef and dairy cattle, and more recently, poultry. The similarity of climates helps Florida cattle adjust readily to new homes in Central and South America.

The Florida State Fair will serve as the headquarters for the tour on Florida's West Coast and will be the scene of the all-new Florida Agritour Livestock Show and Sale, 7 p.m., Feb. 10.

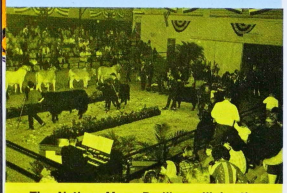
World of Total Electric Living

7 Florida Electrical Exposition will dramatically feature ewly designed settings representing different countries of ew is the LIGHT FOR LIVING CENTER located in the Elec- building theater. A completely furnished dining room, om, bedroom and garden patio room will be on display, st ideas in good lighting for the home.

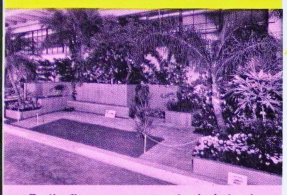
EFD FAIRS

Tampa Electric Company's 21st annual Florida Electrical Exposition includes all the latest ideas for Better Living Electrically.

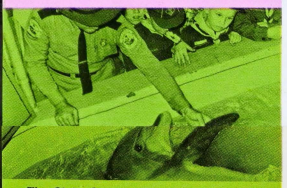
February 13th, Parade of the Pirates in front of the grandstand. February 16th, Ybor City Night Illuminated Gasparilla Parade in front of the grandstand.



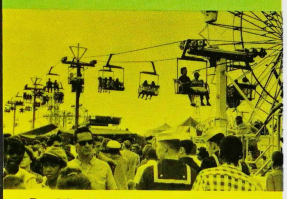
The Nathan Mayo Pavilion will be the scene of the Parade of Beef Champions during the first week of the Fair.



Exotic flower arrangements, lush tropical plants and shrubs are displayed on 20,000 square feet of floor space in the Horticultural Exhibits building.

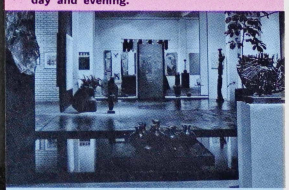


The State Conservation Department exhibit of Florida's natural resources, is always a crowd-pleaser.

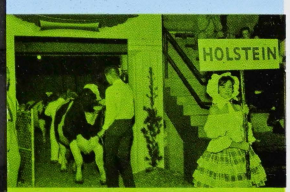


Royal American Shows—with the world's largest traveling midway — provides excitement for all ages. Giant sky wheels, thrilling rides, colorful shows.

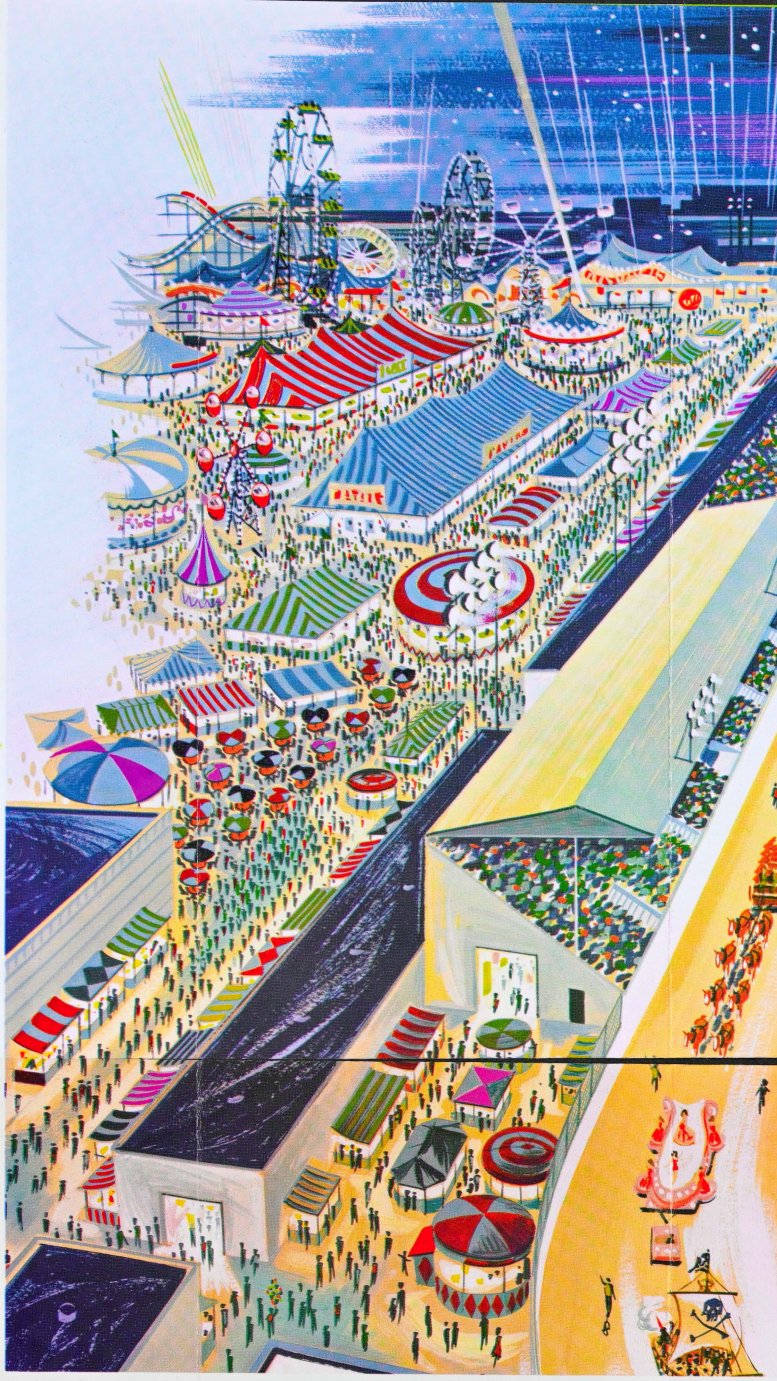
A unique and wonderful world of fashion created by Florida women and displayed in boutique shop windows in the Fair's indoor plaza. Fashion Shows every day and evening.



Florida's finest artists and sculptors compete in the state's ranking juried art show — held in the Art Center.



Premium dairy cattle will be exhibited in shows and sales during the second week of the Fair. Champions will parade along a trail of bright Florida blossoms.



Great show window of the Sunshine State

"Avast there, matey! Set your sights . . . then steer a straight course for the Florida State Fair!"

For more than half a century, the Fair has been an annual show window for Florida's progress — a show window nearly 13,000 feet long! In fact, if it were possible to lay them end to end, the Fair's exhibits would stretch for 50 average city blocks! A stroll through the 22 permanent exhibit buildings will serve to amaze you with the wide diversification of Florida's economy — and you're sure to enjoy the dramatic manner in which this is displayed.

Spread before you are ingeniously designed displays of fresh fruits, vegetables and flowers; the wealth of Florida's minerals and forest resources; the Dairy and Beef cattle shows and sales. Swine exhibits, Poultry and Rabbit shows — all serve to further accent the importance of livestock in Florida.

Women's World, The American Hibiscus Show and other exhibits, together with the juried Fine Arts Exhibition (which is earning international fame) underline Florida's cultural activities.

The 21st Annual Florida Electrical Exposition offers hundreds of new ideas, attractively displayed, for Better Living Electrically indoors and out.

New at the Fair this year is the interamerican Florida Agritours. Agriculturists and cattlemen from South America will be the guests of the area's agribusiness interests for all-new Florida Agritour Livestock Show and Sale, February 10.

So, come February, set a true course for Tampa to see the 1967 Florida State Fair! See it often! See it all!

The HavaTampa exhibit, where you can watch Tampa cigars being made, exemplifies the many fine commercial exhibits at the Fair and gives Fair goers a look at one of Tampa's oldest and most important industries — cigar making.

Artistically displayed County exhibits present a realistic picture of the great diversification of the State's agricultural economy. You'll see the amazing production of Florida's farms, groves and ranches — and the ever-increasing number of industrial and commercial products which are manufactured in Florida.

County Exhibits